

Bedrock grows at rapid pace

DALLAS—Bedrock Partners is again on the move, finishing its second year with two more acquisitions.

Following the recent addition of four hotels in Detroit, Atlanta, Pittsburgh and Boston to its roster last summer, the hotel-investment company has now acquired hotels in Kansas City, Mo., and Lexington, Ky.,—bringing its portfolio total to 18 properties.

Paul Novak, president and CEO of Bedrock, said the company has another three hotels under contract, expected to close by early summer. Several other contracts are under negotiation.

"Despite seeming indications that hotel availability has decreased and prices have risen somewhat, this has not been the case for Bedrock," he said. "Our

activity level is at its highest since we began our acquisition program, and we expect to continue at this pace as more and more hotels developed in the late '70s and early '80s age and deteriorate."

Bedrock was established in January 1994 to acquire under-performing hotels at attractive prices and to provide significant capital for upgrading.

New additions

The company's newest additions include the 230-room Plaza Inn in Kansas City, and the 174-room Ramada Hotel in Lexington.

Formerly the Hilton Plaza Inn, the nearly 30-year-old structure is situated in Country Club Plaza, Kansas City's pre-

mier district. The property is currently closed, undergoing an \$8.4 million renovation. It is

Bedrock expects to continue acquiring hotels at a rapid pace.

planned to reopen as a Wyndham Garden Hotel in October.

The Lexington Ramada, also formerly a Hilton Inn, has an estimated \$5.5 million renovation planned, to be completed by the fall.

"We are extremely pleased with these two recent acquisitions," Novak said. "Each is situated in the premier location of an extremely strong market and fits our acquisition profile."

tional and vocational opportunities in travel and tourism.

"During their stay, we expose them to a variety of services and departments," said Charlotte St. Martin, Loews Hotels executive vice president. "By giving these students the chance to eat, sleep and breathe the hotel environment for two intensive days, we hope to help them recognize the wealth of career opportunities within our industry."

The hands-on approach enabled the students to learn about the job requirements, educational background and career progression of various positions and departments. These include front office, guest services, housekeeping, sales and marketing, food and beverage, accounting,

purchasing, engineering and security.

Richard Gramann, director of the AOTI in New York City, praised Loews Hotels' sponsorship of the event.

Education emphasized

"You hear a lot about the necessity of preparing students for the workplace," he said. "This project is an excellent example of how business professionals and educators can work together to provide students with a firsthand experience on how education translates into job requirements."

The AOTI Career Weekend was part of Loews Hotels' Guest Neighbor Policy, a community outreach program.

changing flags



▲ On April 11, the 95-room Inn at Foggy Bottom, Washington, became The George Washington University Inn.

▲ The 294-suite Radisson Suite O'Hare Airport, Rosemont, Ill., became the independently managed Rosemont Suites West O'Hare April 1.

▲ The 176-room Holiday Inn North became the Minneapolis North Hilton March 28.

PHOTO

Loews sponsors student program

NEW YORK—More than 120 students who are enrolled at the Academy of Travel and Tourism, a national school-to-work business-education partnership in six New York public high schools, learned firsthand about the hospitality industry through a week-end career event sponsored by Loews Hotels.

The intensive program was held April 19-20 at the chain's four Manhattan properties, including The Regency, Loews New York Hotel, Howard Johnson Plaza and Days Hotel.

Launched in New York and Miami in 1987, the AOTI program was created with a seed grant from the American Express Foundation to assist high school students in finding educa-



Choice opens its first property in the Czech Republic

Prague—Choice Hotels recently acquired the 240-room Hotel Fortuna and rebranded it as the Quality Hotel Program. The 10-story property, constructed in 1994, is less than three miles away from the city center. The hotel features a 220-seat restaurant and four meeting rooms. Plans call for the Comfort brand to be introduced to Eastern Europe in the near future.

Signs that point to your accommodating style



Table tents, wall plaques, counter signs, and door decals FREE samples that let you market and students able to see your accommodations. What suggests a new accommodation your guests can be found in The Accommodation Professional Source Book. Review a FREE along with a catalog for other FREE materials when you participate in The Accommodation Program. Look for the title card in this publication or call 1-800-929-1414.



The Accommodation Program is a Division of the International Association of Hotels and Resorts.

Circle No. 126 on Reader Inquiry Card